

ABSTRACT OF THE DISCLOSURE

A method for issuing coupons through an automatic transaction apparatus, which permits consumers to enjoy discounts or other promotional services more widely and conveniently. Coupon descriptors containing various coupon information are stored in association with output medium identifiers. Each output medium identifier specifies at least one of a plurality of recording media (e.g., IC card, paper, portable information equipment) that can be used to store coupon information. When issuing a coupon to a user, the automatic transaction apparatus identifies which recording medium to use as an output medium for the requested coupon, by consulting a relevant output medium identifier. If there are two or more selectable media, the user is prompted to make a selection. The apparatus then outputs the coupon information to the identified or selected recording medium, thereby issuing a coupon to the user.